

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	2	((WILLIAM) near2 (RELLER)).INV.	US-PGPUB; USPAT; USOCR	ADJ	ON	2007/10/23 07:57
S2	0	((WILLIAM) near2 (RELLER)).INV.	EPO; JPO; DERWENT	ADJ	ON	2007/10/23 07:59
S3	22	((SEAN) near2 (NOLAN)).INV.	US-PGPUB; USPAT; USOCR	ADJ	ON	2007/10/23 07:59
S4	2	((SEAN) near2 (NOLAN)).INV.	EPO; JPO; DERWENT	ADJ	ON	2007/10/23 08:02
S5	22	S1 or S3 or S4	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:05
S6	0	S5 and "A method for selecting advertisements for presentation to client computers on a computer network, comprising: (a) having on a server computer a plurality of possible advertisements that may be presented to a client computer and having at least one key word associated with each advertisement; (b) receiving from a client computer a request for delivery from a server of a document containing words; (c) selecting from the plurality of advertisements a first selected advertisement and a second selected advertisement for which an associated key word matches a word in the requested document; (d) comparing a value associated with the first selected advertisement and a value associated with the second selected advertisement and further selecting the advertisement with the higher value; and (d) delivering to the client	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:11

		computer the further selected advertisement along with the requested document"				
S7	0	S5 and "receiving from a client computer a request for delivery from a server of a document containing words"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:13
S8	0	S5 and "selecting from the plurality of advertisements a first selected advertisement and a second selected advertisement for which an associated key word matches a word in the requested document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:13
S9	0	S5 and "comparing a value associated with the first selected advertisement and a value associated with the second selected advertisement and further selecting the advertisement with the higher value"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:14
S10	0	S5 and "delivering to the client computer the further selected advertisement along with the requested document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:14
S11	0	S5 and "giving greater weight to matching words that are close to a beginning of the document than matching words that are farther from the beginning of the document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:15
S12	0	S5 and "tracking keywords entered by a user into a search engine to find the document and then delivering still more targeted ads for that particular user based on the keywords entered by the user to find the document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:16

S13	0	S5 and "using words entered by a user in prior searches to determine the advertisement to be presented to the user when subsequently viewing other pages regardless of the content on the page"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:16
S14	1	"20020123912".pn.	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 08:30
S15	4	((MEDI O) near (systems)). as.	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:43
S16	0	S15 and "A method for selecting advertisements for presentation to client computers on a computer network, comprising: (a) having on a server computer a plurality of possible advertisements that may be presented to a client computer and having at least one key word associated with each advertisement; (b) receiving from a client computer a request for delivery from a server of a document containing words; (c) selecting from the plurality of advertisements a first selected advertisement and a second selected advertisement for which an associated key word matches a word in the requested document; (d) comparing a value associated with the first selected advertisement and a value associated with the second selected advertisement and further selecting the advertisement with the higher value; and (d) delivering to the client computer the further selected advertisement along with the requested	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:45

		document"				
S17	0	S15 and "receiving from a client computer a request for delivery from a server of a document containing words"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:47
S18	0	S15 and "selecting from the plurality of advertisements a first selected advertisement and a second selected advertisement for which an associated key word matches a word in the requested document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:47
S19	0	S15 and "comparing a value associated with the first selected advertisement and a value associated with the second selected advertisement and further selecting the advertisement with the higher value"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:47
S20	0	S15 and "delivering to the client computer the further selected advertisement along with the requested document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:48
S21	0	S15 and "giving greater weight to matching words that are close to a beginning of the document than matching words that are farther from the beginning of the document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:48
S22	0	S15 and "tracking keywords entered by a user into a search engine to find the document and then delivering still more targeted ads for that particular user based on the keywords entered by the user to find the document"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:48

S23	0	S15 and "using words entered by a user in prior searches to determine the advertisement to be presented to the user when subsequently viewing other pages regardless of the content on the page"	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 09:48
S24	5	comparing same value same associated same first same advertisement same second same value	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 09:51
S25	2	"US 20050091106"	US-PGPUB; USPAT; USOCR; DERWENT	ADJ	ON	2007/10/23 09:53
S26	0	("2005/0028188").URPN.	USPAT	ADJ	ON	2007/10/23 10:00
S27	15	"6078866".pn. or "6230204".pn. or "5740549".pn. or "6397212".pn. or "4992940".pn. or "5710884".pn. or "6151600".pn. or "6269361".pn. or "5774868".pn. or "5659742".pn. or "6172674".pn. or "6286005".pn. or "6598026".pn. or "5721827".pn. or "5717923".pn.	USPAT	OR	ON	2007/10/23 10:29
S28	0	("2007/0129997").URPN.	USPAT	ADJ	ON	2007/10/23 10:45
S29	175	"705".clas. and (keyword same search same prior)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 10:48
S30	128	"705".clas. and (keyword same search same prior) and (ad or advertisement or advertising or advertiser)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 10:49

S31	94	"705".clas. and (keyword same search same prior) and (ad or advertisement or advertising or advertiser) and (user same (enter or entered))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 10:50
S32	10	"705".clas. and (keyword same search same prior) and (ad or advertisement or advertising or advertiser) and (user same (enter or entered)) and (compare same value)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 10:50
S33	50	(US-20020019774-\$ or US-20020019831-\$ or US-20020032608-\$ or US-20020052925-\$ or US-20020087661-\$ or US-20020094868-\$ or US-20020143627-\$ or US-20020188635-\$ or US-20030182208-\$ or US-20040044571-\$ or US-20040059712-\$ or US-20040093327-\$ or US-20040167928-\$ or US-20040186776-\$ or US-20040225562-\$ or US-20040225566-\$ or US-20040267723-\$ or US-20040267725-\$ or US-20040267612-\$ or US-20040267806-\$ or US-20050021397-\$ or US-20050038900-\$ or US-20050050027-\$ or US-20050050097-\$ or US-20050055271-\$ or US-20050065806-\$).did. or (US-20050091106-\$ or US-20050119935-\$ or US-20050131762-\$ or US-20050138633-\$ or US-20060015406-\$ or US-20060259455-\$ or US-20060271426-\$ or US-20060271429-\$ or US-20070043617-\$ or US-20070050252-\$ or US-20070094073-\$ or US-20070124425-\$ or US-20070156520-\$ or US-20070179842-\$).did. or	US-PGPUB; USPAT	ADJ	ON	2007/10/23 11:48

		(US-6102406-\$ or US-6134532-\$ or US-6314451-\$ or US-6317761-\$ or US-6397246-\$ or US-6442529-\$ or US-6466967-\$ or US-6907566-\$ or US-7054917-\$ or US-7136875-\$).did.				
S34	40	(US-20010049635-\$ or US-20020062393-\$ or US-20020077896-\$ or US-20020107735-\$ or US-20030135853-\$ or US-20030158912-\$ or US-20040003036-\$ or US-20040070618-\$ or US-20040172336-\$ or US-20040193605-\$ or US-20040260744-\$ or US-20050091106-\$ or US-20050096979-\$ or US-20050096980-\$ or US-20050198315-\$ or US-20050222989-\$ or US-20050283464-\$ or US-20060031405-\$ or US-20060069670-\$ or US-20060111971-\$ or US-20060200445-\$ or US-20070002388-\$ or US-20070008574-\$ or US-20070078709-\$ or US-20070157228-\$ or US-20070156520-\$).did. or (US-20070198506-\$ or US-20070226060-\$).did. or (US-5572643-\$ or US-5737619-\$ or US-5909492-\$ or US-6006252-\$ or US-6336131-\$ or US-6341305-\$ or US-6343274-\$ or US-6564217-\$ or US-6769019-\$ or US-7043526-\$ or US-7051351-\$ or US-7284008-\$).did.	US-PGPUB; USPAT	ADJ	ON	2007/10/23 11:49
S35	88	S33 or S34	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 11:49
S36	88	S35 not S32 not S27	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 11:52

S37	47	(keyword same search same prior)and (ad or advertisement or advertising or advertiser) and (user same (enter or entered)) and (compare same value)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 11:52
S38	37	(keyword same search same prior)and (ad or advertisement or advertising or advertiser) and (user same (enter or entered)) and (compare same value) not S32	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 11:53
S39	14	(keyword same search same prior)and (ad or advertisement or advertising or advertiser) and (user same (enter or entered)) and (compare same value) not S32 and @ad< "20021025"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 11:54
S40	88	S36 not S39	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 12:02
S41	37	S36 not S39 and @ad< "20021025"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2007/10/23 12:03
S42	38	(US-20010042064-\$ or US-20010047354-\$ or US-20010049635-\$ or US-20020019831-\$ or US-20020049738-\$ or US-20020052925-\$ or US-20020094868-\$ or US-20020107735-\$ or US-20020143627-\$ or US-20020169760-\$ or US-20030055831-\$ or US-20030055819-\$ or US-20030088554-\$ or US-20050028188-\$ or US-20050033641-\$ or US-20060100956-\$ or US-20060143096-\$).did. or (US-5572643-\$ or US-5659742-\$ or US-5737619-	US-PGPUB; USPAT	ADJ	ON	2007/10/23 17:44



		\$ or US-5740549-\$ or US-6006252-\$ or US-6134532-\$ or US-6151600-\$ or US-6172674-\$ or US-6269361-\$ or US-6336131-\$ or US-6341305-\$ or US-6397212-\$ or US-6421675-\$ or US-6516337-\$ or US-6769019-\$ or US-6907566-\$ or US-6983272-\$ or US-7043526-\$ or US-7092901-\$ or US-7181438-\$ or US-7284008-\$).did.				
S43	3	S42 and (((key adj word) or keyword) same (weight or relevance or score)) and ((select or choose or present or presentation) same (ad or advertise or advertisement or advertising))	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 17:47
S44	3	S42 and (((key adj word) or keyword) same (weight or relevance or score)) and ((select or choose or present or presentation) same (ad or advertise or advertisement or advertising)) and document	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 17:50
S45	9	S42 and (((key adj word) or keyword) same (weight or relevance or score or value)) and ((select or choose or present or presentation) same (ad or advertise or advertisement or advertising)) and document	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 17:51
S46	7	S42 and (((key adj word) or keyword) same (weight or relevance or score or value)) and ((select or choose or present or presentation) same (ad or advertise or advertisement or advertising)) and document and (user same input)	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 17:52

S47	7	S42 and (((key adj word) or keyword) same (weight or relevance or score or value)) and ((select or choose or present or presentation) same (ad or advertise or advertisement or advertising)) and document and (user same (input or enter or entered)) and (history or prior)	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/23 17:53
S48	38	(US-20010042064-\$ or US-20010047354-\$ or US-20010049635-\$ or US-20020019831-\$ or US-20020049738-\$ or US-20020052925-\$ or US-20020094868-\$ or US-20020107735-\$ or US-20020143627-\$ or US-20020169760-\$ or US-20030055831-\$ or US-20030055819-\$ or US-20030088554-\$ or US-20050028188-\$ or US-20050033641-\$ or US-20060100956-\$ or US-20060143096-\$).did. or (US-5572643-\$ or US-5659742-\$ or US-5737619-\$ or US-5740549-\$ or US-6006252-\$ or US-6134532-\$ or US-6151600-\$ or US-6172674-\$ or US-6269361-\$ or US-6336131-\$ or US-6341305-\$ or US-6397212-\$ or US-6421675-\$ or US-6516337-\$ or US-6769019-\$ or US-6907566-\$ or US-6983272-\$ or US-7043526-\$ or US-7092901-\$ or US-7181438-\$ or US-7284008-\$).did.	US-PGPUB; USPAT	ADJ	ON	2007/10/24 15:29
S49	3	S48 and (history or historical or prior) same search same (keyword or (key adj word)) same (advertisement or ad or advertising or advertiser)	US-PGPUB; USPAT	ADJ	ON	2007/10/24 15:29

S50	0	S48 and ((top or beginning or start) near document) same (keyword or (key adj word)) same (weight or relevance or score or importance or validity or valid or validness)	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 15:38
S51	0	S48 and ((top or beginning or start) near document) and (keyword or (key adj word)) and (weight or relevance or score or importance or validity or valid or validness) and search	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 15:39
S52	4	S48 and ((top or beginning or start) same document) and (keyword or (key adj word)) and (weight or relevance or score or importance or validity or valid or validness) and search	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 15:39
S53	3	S48 and ((top or beginning or start) same document) and (keyword or (key adj word)) and (weight or relevance or score or importance or validity or valid or validness) and search and (advertisement or ad or advertising or advertiser)	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 15:53
S54	3	S48 and ((top or beginning or start) same document) and (keyword or (key adj word)) and (weight or relevance or score or importance or validity or valid or validness) and search and (advertisement or ad or advertising or advertiser)	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 15:55

S55	4	S48 and ((top or beginning or start) same document) and (term or keyword or (key adj word)) and (weight or relevance or score or importance or validity or valid or validness) and search and (advertisement or ad or advertising or advertiser)	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 16:26
S56	127	google same search same relevance same ((key adj word) or keyword or term)	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 16:43
S57	1	"6526440".pn.	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 16:48
S58	0	S48 and (((key adj word) or keyword) same (weight or relevance or score or value)) and ((select or choose or present or presentation) same (ad or advertise or advertisement or advertising)) and document and (user same (input or enter or entered)) and (history or prior) content	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 16:56
S59	7	S48 and (((key adj word) or keyword) same (weight or relevance or score or value)) and ((select or choose or present or presentation) same (ad or advertise or advertisement or advertising)) and document and (user same (input or enter or entered)) and (history or prior) and content	US-PGPUB; USPAT; IBM_TDB	ADJ	ON	2007/10/24 16:56

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